

# INTRODUCTION TO BUSINESS COMMUNICATION

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all businesspeople. This event provides recognition for FBLA members who demonstrate an understanding of basic communication skills and concepts.

## **OBJECTIVE TEST COMPETENCIES (may include, but not limited to)**

- grammar
- spelling
- punctuation and capitalization
- oral communication concepts
- proofreading and editing
- word definition and usage
- reading comprehension

## **NBEA STANDARDS REINFORCED BY EVENT:**

Communication: foundations, employment, organizations

**CAREER CLUSTER(S):** *Business Management & Administration; Marketing*

## **ELIGIBILITY**

The top five winners at the regional conferences may enter this event. If a chapter has no winners in the top five, it may enter one participant. **Only FBLA members enrolled in grades 7 through 10** as of the State Business Leadership Conference registration deadline of the current school year **are eligible**.

1. All participants must be on record in the FBLA state and national offices as paying dues by February 15.
2. Participants must be selected in accordance with the regulations of the local chapter and the state association.
3. Participants must not have won first place at a State Business Leadership Conference nor have entered this event at a previous National Leadership Conference.
4. Participants failing to report on time for the event will not be permitted to compete.
5. Participants must adhere to the dress code established by the Board of Directors, or they will not be permitted to participate in the competitive event.

## **OVERVIEW**

A one (1) hour objective test will be administered based on the competencies listed. Nongraphing calculators may be used.

Every effort will be made to provide online computerized testing at the state level. If this is not possible, participants must furnish their own No. 2 pencils and erasers. No graphing calculators, cell phones, or other memory storage devices will be allowed.

## **JUDGING**

Objective tests will be machine graded. Ties will be broken based on the last ten questions and in groups of ten thereafter if a tie still exists.

## **STATE AWARDS**

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be five (5).

## **NATIONAL ENTRIES**

Washington State may enter three (3) winners for national competition. Only students in grades 9 and 10 are eligible for national competition in this event.